

# Marina Nicoli

## *Curriculum Vitae*

### **Personal data**

Date of birth: 27-10-1980

Nationality: Italian

Civil status: married

### **Contact information**

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## 1. EDUCATION

2005-2008, Università Bocconi, PhD in Economic and Social History

PhD Thesis: Cultural and economic conditions of industry development. The case of Italian movie industry (1905-1945).

1999-2003, Università Bocconi, *Laurea* in Economics and Management in Arts, Culture and Communication, *with honors*.

### 1.1 ACADEMIC GRANTS AND HONORS

2017-2019, Research fellowship, Department of Film and Television Studies, University of Warwick, AHRC (Arts and Humanities Research Council) funded project “Producers and Production Practices in the History of Italian Cinema 1949-1975”. Principal Investigator: Stephen Gundle.

2011-2016, Post-doc research fellowship, Department of Policy Analysis and Management, Bocconi University, Milan, Italy.

2011 Spring Term, Visiting Fellow, Dartmouth College, New Hampshire, US.

2005-2008, Phd scholarship, Università Bocconi, Milan, Italy.

## 1.2 SUMMER SCHOOLS

2011, Università della Calabria, Summer School on Time series Analysis, September, 5<sup>th</sup>-9<sup>th</sup>.

2010, Università della Calabria, Summer School on Econometric Analysis, September, 6<sup>th</sup>-10<sup>th</sup>

2007, 4<sup>th</sup> European Business History Association Doctoral Summer School, *Writing, Presenting, Publishing: How To Make The Best Use Of Your Own Research*, Terni, September 5<sup>th</sup>-12<sup>th</sup>.

## 2. TEACHING

### 2.1 ACADEMIC COURSES

2024-present, *Entrepreneurship, History and Society*, Graduate Program in Economics and Management, Bocconi University (Cl. 31, 32).

2015-present, *Economic History*, Undergraduate Program in Economics and Management, Bocconi University (Clean 6; Biem 16, 18).

2015-2023, *Business History*, Graduate Program in Economics and Management, Bocconi University (Cl. 31, 32).

2014-2022, *History of consumption seminars*, Graduate Program in Marketing Management, Bocconi University.

2012, *Contemporary Economic History*, Undergraduate Degree in Economics, Università di Biella, Italy.

### Comments on Teaching Activity

During this first three-year evaluation period, I invested heavily in teaching innovation, seeking to update the courses I teach to better meet the needs of students. This innovation comprised two main aspects:

- Implementing tools to foster interaction and engagement in the classroom.
- Updating course content to reflect the latest economic and political changes.

These innovations garnered positive responses, evident in both teaching evaluations (which displayed an upward trend over the three-year period) and the increasing number of students completing their theses under my supervision (to date, April 2024, I am supervising 20 students that will discuss their thesis during the summer and autumn sessions).

Furthermore, in 2023, I collaborated with Built (together with my colleague Professor Valeria Giacomini) to develop a case study for the *Entrepreneurship, History, and Society* course. This case study, available also asynchronously, explores the evolution of "global beauty" from the late nineteenth century to the present day.

## 2.2 TEACHING CASE STUDIES AUTHORSHIP

2014, A. Colli, M. Nicoli, *The invisible Army. Hollywood besieging Europe, c. 1920-30*, Teaching case used for Bocconi graduate courses *Foundations of globalization* and *Business History*.

2008, A. Colli, M. Nicoli, E. Scarpellini, *Avon Cosmetics in Italy: going glocal*, Teaching case for graduate courses *Foundations of globalization*.

2007, A. Colli, M. Nicoli, *From Trading To Industry. Enrico Dell'Acqua, The Prince Merchant*, Teaching case for graduate courses *Foundations of globalization*.

2007, A. Colli, M. Nicoli, *Pirelli vs. Continental AG: when nationalism mattered (mattered?)*, Teaching case for graduate courses *Foundations of globalization*.

## 2.3 IMPROVING TEACHING QUALITY PROJECTS

2023, *Entrepreneurship, History and Society: Course Upgrade*, Entrepreneurship, History and Society, (20898), Graduate Program in Management.

2021, *Disruptive education: teaching Business History in an hyperconnected era*, Business History course (20148), Graduate Program in Management.

2020, *Materiali innovativi per la classe virtuale di storia economica*, Economic History course (30067), Undergraduate Program in Management and in Economic and Finance.

2017, *Imprenditorialità e storia d'impresa. La parola ai protagonisti*, Business History course (20148), Graduate Program in Management.

2017, *Presentare un lavoro di gruppo di storia economica come in una poster session accademica*, Economic History course (30067), Undergraduate Program in Management and in Economic and Finance.

2016, *Preparazione Kit didattici per lavoro di gruppo di Storia economica*, Economic History course (30067), Undergraduate Program in Management and in Economic and Finance.

2013, *Enhancing Business History impact: cases in international management*, Business History course (20148), Graduate Program in Management.

## 2.4 TEACHING ASSISTANT

2010-present, *Philosophy of Art*, Undergraduate Program in Economics and Management for Arts, culture and communication, Bocconi University, Milan, Italy.

2009-present, *Method and research in artistic disciplines*, Undergraduate Program in Economics and Management for Arts, Culture and Communication, Bocconi University, Milan, Italy.

2010-2011, *International Economics and Business Dynamics*, Graduate Program in International Management, Bocconi University, Milan, Italy.

2009-2010, *Evolution of International Business*, Graduate Program in International Management, Bocconi University, Milan, Italy.

2009-2010, *Media Management*, Undergraduate Program in Economics and Management for Arts, Culture and Communication, Bocconi University, Milan, Italy.

2008-2009, *Workshop in Film Industry Management*, Undergraduate Program in Economics and Management for Arts, Culture and Communication, Bocconi University, Milan, Italy.

2007-2014, *Economic History*, Undergraduate Program in Economics and Management, Bocconi University, Milan, Italy.

2004-2010, *Arts and Culture*, Undergraduate Program in Economics and Management for Arts, Culture and Communication, Bocconi University, Milan, Italy.

### 3. INSTITUTIONAL ROLES AND SERVICES IN BOCCONI

Supervision of undergraduate and graduate theses

Providing support to Professor Andrea Colli in coordinating the 10 teaching classes of the Economic History course (Clearn, Clef) from the academic year 2015-16 onwards.

### 4. PUBLICATIONS

#### 4.1 BOOKS

*The Rise and Fall of the Italian Film Industry* (2017), Routledge.

#### 4.2 ARTICLES

Marina Nicoli (2023). "Rappresentazione, percezione e legittimazione del produttore cinematografico: uno sguardo al caso italiano (1905-1970)". *Imprese e Storia* (in press)

Corsi, Barbara, Marina Nicoli and Alfonso Venturini (2021). "Fellini the founder? The Fellini brand in film production". *Journal of Italian Cinema and Media Studies*, 9 (1), pp.133-148.

Nicoli, Marina (2020). "Making *Caccia Tragica*: Giorgio Agliani, Giuseppe De Santis and the Italian Resistance", *Historical Journal of Film, Radio and Television*, 40 (1), pp. 29-54.

Sedgwick, John, Peter Miskell and Marina Nicoli (2018). "The Market for Films in Postwar Italy: Evidence for Both National and Regional Patterns of Taste." *Enterprise & Society* 20, pp. 199-228.

Corsi, Barbara and Marina Nicoli (2017). "Nuove soluzioni e vecchie tare. La mancata rivoluzione del cinema italiano". *Link - Mediamorfosi 2. Industrie e immaginari dell'audiovisivo digitale*, pp. 38-50.

Miskell, Peter, and Marina Nicoli (2016). "From Outsiders to Insiders?: Strategies and Practices of American Film Distributors in Postwar Italy." *Enterprise & Society* 17, no. 3, pp. 546-590.

Nicoli, Marina (2011). “Entrepreneurs and the State in the Italian Film Industry, 1919-1935”, *Business History Review* 85, pp. 775-798.

Nicoli, Marina (2011). “La Società Anonima Stefano Pittaluga tra scelte strategiche e pressioni politiche, 1919-1935”, *Imprese e Storia*, Voll. 41-42, pp. 319-366.

#### 4.3 WORKING PAPERS

Marina Nicoli, “The work of a producer and the business of film” in *Producers and Production Practices in the History of Italian Cinema 1949-1975* (forthcoming). Eds. Stephen Gundle, Karl Schoonover.

Marina Nicoli, “Grass roots production: Giorgio Agliani”, in *Producers and Production Practices in the History of Italian Cinema 1949-1975* (forthcoming). Eds. Stephen Gundle, Karl Schoonover.

Marina Nicoli, “The business history of the Italian Film Export”, in “The circulation of the Italian cinema in United States between 1945 and 1975. Distribution, reception, impact”, Special Issue of the *Journal of Italian Cinema and Media Studies* (I am one of the guest editors of this special issue).

#### 4.4 BOOK CHAPTERS

Marina Nicoli, “Monroe Stahr e l’intera equazione del cinema” (2023). In Marialuisa Farinotti, Elena Gipponi (eds.), *Il produttore cinematografico tra scena e retroscena, ribalta e fuoricampo*, Marsilio, (in press).

Giulianelli, Roberto and Marina Nicoli (2022). “Dare credito al cinema. La Sezione autonoma della Banca Nazionale del lavoro (1935-1942)”. In Daniela Felisini, Luca Mazzei (eds.), *La Cines Pittaluga e le altre. Modelli di produzione cinematografica tra le due guerre*, Torino: Accademia University Press.

Corsi, Barbara and Marina Nicoli (2020). “Fellini and his producers. Strange bedfellows”. In *A Companion to Federico Fellini*, edited by Burke F., Waller, M. and Gubareva, M., New Jersey: Wiley Blackwell.

Sedgwick, John, and Marina Nicoli (2018). “Popular Filmgoing in Mid-1950s Milan: Opening up the ‘Black Box.’” In *Routledge Companion to New Cinema History*, edited by Biltereyst, D., Maltby, R., and Meers, Ph., New York: Routledge.

Cirrincione, Armando and Marina Nicoli (2012). “Il funzionamento della filiera dell’audiovisivo” in *Tecnologie fra i saperi*, edited by Fornaciari D. and Minazzi, F., Milano: Mimesis.

Nicoli, Marina (2009). “L’educazione industriale degli imprenditori cinematografici italiani”. In *Imprenditorialità e sviluppo economico. Il caso Italiano (secc. XIII-XIX)* edited by Amatori, F. and Colli, A., Egea, Milano.

Nicoli, Marina (2009). “Du parrain au Parrain: la mafia entre mythe et réalité”. In *Baptiser, Pratique sacramentelle, pratique sociale (XVI-XX siècles)*, edited by Alfani, G., Castagnetti, P. and Gourdon, V., Saint Etienne: Publications de l’Université de Saint Etienne.

## 4.5 BOOK REVIEWS

2013, «*Un'arma poderosissima*» *Industria cinematografica e Stato durante il fascismo, 1922-1943*, Daniela Manetti, Franco Angeli, 2012, in “Società e Storia”, n.140.

2011, “*Storia della Pininfarina, 1930-2005. Un'industria italiana nel mondo*”, Valerio Castronovo (ed.), Laterza, Bari, 2005, in “Passato e Presente”, n.82.

2011, “*Italcementi. Dalla leadership nazionale all'internazionalizzazione*”, by Vera Zamagni, Il Mulino, Bologna, 2006, in “Passato e Presente”, n.82.

## 5 RESEARCH ACTIVITY

### 5.1 PAPERS IN NATIONAL AND INTERNATIONAL CONFERENCES

2018, *Il produttore cinematografico: eroe senza volto o semplice affarista?*, Producers and production practices in the History of Italian Cinema Workshop, Bologna, June 27.

2018, with Peter Miskell and John Sedgwick, *Commerce, consumer taste and cultural production: an investigation of the markets for films in post-war Italy*, EBHA Congress, Ancona, September 6-8.

2017, with Roberto Giulianelli, *Finanziare l'industria del sogno. La Sezione autonoma di credito cinematografico (1935-1942)*, International Workshop “La CINES Pittaluga e le altre. Modelli di produzione cinematografica tra le due guerre”, Rome, November 27.

2017, with Mario Perugini, *Declino e ascesa dell'imprenditorialità cinematografica in Italia*, University Workshop “Imprenditori e manager nella storia economica”, Università Bocconi, October 6-7.

2016, with Peter Miskell, *Connecting creative clusters: an analysis of European film co-productions in the 1960s*, Joint ABH-GUG Congress, Berlin, May 26-28.

2015, with Peter Miskell, *International Film Co-Productions in Post-War Europe: Evidence from the Italian Market, 1957-1971*, EBHA-ABH Congress, Miami, June 24-27.

2014, with Peter Miskell, *Distribution and Reception of International Co-Productions in First-Run Italian Cinemas, 1957-71*, NECS Conference, Università Cattolica, Milan, June 19-21.

2013, with Peter Miskell, *American interactions in business and Culture. Film distribution in Italy, c. 1957-1971*, EBHA Conference, Uppsala Centre for Business History, August 22-24.

2013, with Peter Miskell, *For a few dollars more: film distribution in Italy 1957-1971*, NECS Conference, Prague, Faculty of Arts, June 20-22.

2013, with Peter Miskell, *For a few dollars more: film distribution in an innovative and growing Italian market, 1957-1971*, ABH Conference, Lancashire Business School, June 28-29.

2012, *The digital revolution and the cultural industries: new business strategies in photojournalism*, ACEI Conference, Kyoto, June 21-24.

2012, «*Historia non facit saltus*». *The case of the Italian motion picture industry from the 1920s to the 1960s*, BHC Annual Meeting, Philadelphia, March 29-31.

2011, *Innovativeness between protectionism and liberalism: policy-making in creative industry. The case of the international movie industry during the 20<sup>th</sup> century*, 2011 ABH Annual Conference, Henley Business School, University of Reading, July 1-2.

2010, *Commoditization of images: the changing landscape of photojournalism*, EBHA Annual Conference, University of Glasgow, August, 26-28.

2009, *Transplanting trendy organizational form: does it always work? Vertical integration in the Italian movie industry, 1919-1935*, EBHA-BHC Joint Annual Meeting, Bocconi University, June 11-13.

2008, *La coscienza industriale degli imprenditori cinematografici italiani*, SISE Conference, "Imprenditorialità e sviluppo economico", Bocconi University, November 14-15.

2008, *Building a transnational movie industry*, EBHA Annual Conference, University of Bergen, August 21<sup>st</sup>-23.

2007, *From the Godfather to the godfather: mafia between myth and reality*, International Conference "Le Baptême, Entre Usages Sociaux Et Enjeux Idéologiques", University of Saint-Étienne, FR, November, 22-23.

2007, *Economic and cultural conditions of industry development. The case of Italian motion picture industry, 1900-1945*, 4th European Business History Association Doctoral Summer School, "Business History: tools and methods", Terni, September 5- 11.

## 5.2 INVITED SEMINARS

2023, *Economic and cultural legitimacy of movie producers: a comparison between the USA and the Italian context*, IULM, Workshop on Italian Film Production 1945-1975, May 15.

2016, *From technology-driven to content-driven: cinema from its inception to WWII*, Department seminar, Università Cà Foscari, Venezia, December 5.

2016, with John Sedgwick, *A statistical approach to understanding the Italian film industry*, Film, Creative Industries and Cultural Heritage Workshop, Reading, September 14.

2014, with Peter Miskell, *International Joint Ventures as Temporary Organisational Forms. International Film Co-productions in the Italian Market, 1957-1971*, Department Seminar, Henley Business School, Reading, June 1.

2012, *Miracoli al botteghino. Il cinema italiano tra sviluppo economico e cambiamento culturale*, Phd Program in Art History, Università Cà Foscari, Venezia, May 22.

2012, with Peter Miskell *Movies across borders: economic history and creative industries*, , Department seminar, Bocconi University, April 12.

2009, *Growing pains. The Italian film industry from the beginning to WWII*, Department Seminar, Bocconi University, May 18.

### 5.3 PARTICIPATION IN RESEARCH FUNDED PROJECTS

2023, Participation as an external consultant in Prin 2017 "*Ways, memories, and cultures of Italian film production (1949-1976)*". Project Leader: Mariapia Comand (Università di Udine).

2023, Participation as an external consultant in Prin 2022, "*TRAFFIC – Tracing American and foreign funds in Italian cinema (1945-1962)*". Project Leader: Paolo Noto (Università di Bologna).

2010, September-December: participation in the co-funded research project "*Counterfeiting as a source of innovation. Trademarks, labels and the dissemination of a new consumption culture of fashion commodities (19<sup>th</sup>-20<sup>th</sup> centuries)*". Project leader: Elisabetta Merlo (Bocconi University).

### 5.4 ONGOING RESEARCH PROJECTS

*Copyright battle in the toy industry, 1945-1975*, with Valeria Giacomini (Bocconi University)

*American capital in the post-WWII Italian film industry*, with Federico di Chio (Mediaset)

*Co-production networks in the post-WWII Italian film industry*, with John Sedgwick (Oxford Brookes University) and Peter Miskell (Reading University)

### 5.5 ACADEMIC AFFILIATION

EBHA, European Business History Association

## 6 EDITORIAL ACTIVITY

Reviewer for Business History Review

## 7 OTHER INFORMATION

### 7.1 RESEARCH INTERESTS

- Economic history
- Entrepreneurship and theory of innovation
- Economic history of creative industries
- Contemporary history



## 7.2 FOREIGN LANGUAGES

- Mother tongue: Italian
- Other languages:
  - o English (fluent)
  - o French (reading knowledge)

## 7.3 INFORMATIC SKILLS

- MS Office
- Spss and Eviews